Amendments to the Claims:

This listing of claims will replace all prior versions and listing of the claims in the application:

Listing of Claims:

1.-35. (Canceled)

36.   (Currently Amended) A method of providing information assistance to a

wireless terminal, comprising the steps of:

receiving, from a wireless terminal operated by a requestor, a contact

information request with an information assistance application located on an

information assistance server, wherein the contact information request is a request

for contact information of a user of a subscriber terminal that is other than the

wireless terminal;

querying a participating communication provider database of a

communication provider providing communication services to the wireless terminal

to identifying a virtual key of the requestor from unique information of the wireless

terminal included with the contact information request, the virtual key being a

universal anonymous identifier of the requestor that is shared among a plurality of

different participating businesses;

accessing a consumer internal profile database containing verification data of

the requestor and proprietary information of the requestor with the virtual key of

the requestor, the verification data providing verification of consent by the

requestor of release and use of the proprietary information of the requestor;

accessing permissions of the user of the subscriber terminal with the

information assistance application to determine if the contact information request

should be automatically denied categorically or specifically, based on the

~~identification~~ proprietary information of the requestor obtained from the consumer

internal profile database with the virtual key of the requestor;

determining a contact preference for how to contact the subscriber terminal

about the received contact information request with the information assistance

application only when the information request is determined as not being

automatically denied;

generating an authorization request to request permission from the

subscriber terminal to provide the contact information of the user of the subscriber

terminal to the wireless terminal, wherein the authorization request includes an

indication of an identity of the requestor based on ~~identification~~ the proprietary

information of the requestor ~~from the unique information~~;

transmitting the authorization request to the subscriber terminal in

accordance with the determined contact preference;

receiving a reply from the subscriber terminal indicative of whether or not

the requested information record is permitted to be provided to the wireless

terminal;

accessing [[a]] the consumer internal profile database to determine pre-determined contact parameters ~~format preferences~~ of the requestor based on the virtual key of the requestor ~~identification of the requestor from the unique information~~; and

generating a response for transmittal to the wireless terminal when the reply is indicative of permission to proceed with provision of the requested contact information of the user to the wireless terminal, the response including only contact information identified by the user of the subscriber terminal as permissible to send to the wireless terminal, the response generated in accordance with the format preferences of the requestor.

37.   (Canceled)

38.   (Previously Presented) The method of claim 36, further comprising the step of transmitting the generated response to the wireless terminal.

39.   (Currently Amended) The method of claim 36, wherein the response comprises a multi-modal message that includes both a voice-based response and a text-based response generated during a single interaction in accordance with the pre-determined contact parameters ~~format preferences~~ of the requestor.

40.   (Currently Amended) The method of claim 36, wherein the request includes

at least one information record item about the subscriber terminal selected from a

group of information record items comprising a first name, a last name, an address,

an employer, a home phone number, an office number, a subscriber's wireless

service provider, a previous wireless phone number, or a previous wireless provider.

41.   (Currently Amended) The method of claim 36, wherein receiving, from a

wireless terminal, a contact information request comprises interpreting the contact

information request with a voice recognition module when the contact information

request is a spoken request.

42.   (Currently Amended) The method of claim 41, wherein interpreting the

contact information request comprises further interpreting the contact information

request with a natural language processing module.

43.   (Currently Amended) The method of claim 36, wherein the request comprises

a text message.

44.   (Currently Amended) The method of claim 36, wherein determining a contact

preference comprises the information assistance application querying a virtual

customer database system.

45.   (Currently Amended) The method of claim 44, where<u>in</u> querying a virtual

customer database system comprises accessing a customer proprietary information

record having customer contact data that includes a contact preference, the

customer proprietary information record associated with the subscriber terminal.

46.   (Currently Amended) The method of claim 36, wherein generating a

response further comprises interpreting the reply from the subscriber terminal, and

generating a multi-modal response for transmission to the wireless terminal in

accordance with the <u>pre-determined contact parameters</u> ~~format preferences~~ of the

requestor.

47.   (Currently Amended) The method of claim 36, where<u>in</u> generating an

authorization request comprises generating the authorization request in accordance

with the determined contact preference.

48.   (Currently Amended) A computer readable medium storing a computer

program for providing information assistance to a wireless terminal in a wireless

communication system, comprising:

    a code segment that receives a contact information request message

specifically requesting a phone number associated with a subscriber terminal, the

request generated with a wireless terminal that is other than the subscriber

terminal by a requestor that is other than a user of the subscriber terminal;

a code segment <u>to query a participating communication provider database of</u>

<u>a communication provider providing communication services to the wireless</u>

<u>terminal</u> to identify <u>a virtual key of</u> the requestor from unique information included

within the contact information request<u>, the virtual key being a universal</u>

<u>anonymous identifier of the requestor that is shared among a plurality of different</u>

<u>participating businesses</u>;

<u>a code segment to access, using the virtual key of the requestor, a consumer</u>

<u>internal profile database containing verification data of the requestor and</u>

<u>proprietary information of the requestor;</u>

<u>a code segment to verify, with the verification data, consent of the requestor</u>

<u>to release and use of the proprietary information of the requestor;</u>

a code segment responsive to the contact information request that determines

how to contact the subscriber terminal;

a code segment that generates an authorization request for permission to

provide the phone number associated with the subscriber terminal to the wireless

terminal, wherein the authorization request includes ~~identification~~ <u>at least a</u>

<u>portion of the proprietary information</u> of the requestor <u>from the consumer internal</u>

<u>profile database</u> ~~as identified from the unique information~~;

a code segment that transmits the authorization request to the subscriber

terminal;

a code segment that interprets a reply from the subscriber terminal to

determine if permission to provide the phone number associated with the subscriber

terminal to the wireless terminal was granted, ~~and whether the user of the~~

~~subscriber terminal has specified provision to the wireless terminal of additional~~

~~contact information of the user of the subscriber terminal~~;

a code segment to determine from [[a]] <u>the consumer subscriber</u> database

based on the ~~identification~~ <u>virtual key</u> of the requestor, a communication preference

of the requestor and compatibility settings of the wireless terminal; and

a code segment that generates a response to the wireless terminal that

includes the phone number associated with the subscriber terminal when

permission is granted, ~~where the response also includes any additional contact~~

~~information specified by the user of the subscriber terminal~~, the response generated

in accordance with the communication preference and the compatibility settings.

49.   (Canceled)

50.   (Previously Presented) The computer readable medium of claim 48, further

comprising a code segment that transmits the response to the wireless terminal in

accordance with the communication preference and the compatibility settings.

51.   (Currently Amended) The computer readable medium of claim 48, where<u>in</u>

the response comprises a multi-modal message that includes both a voice-based

response and a text-based response as indicated in the <u>consumer subscriber</u>

database as the communication preference.

52.   (Currently Amended) The computer readable medium of claim 48, wherein the code segment that receives a contact information request message is configured to include a code segment that interprets the contact information request message with voice recognition to determine that the request is specifically for a phone number and to decipher information included in the information request message that is useable to identify the subscriber terminal when the contact information request is a verbal request.

53.   (Currently Amended) The computer readable medium of claim 48, wherein the code segment that receives a contact information request message is configured to include a code segment that performs voice recognition and natural language processing to interpret that the contact information request message is specifically for a phone number when the contact information request is a verbal request.

54.   (Currently Amended) The computer readable medium of claim 48, wherein the request comprises a text message.

55.   (Currently Amended) The computer readable medium of claim 48, wherein the code segment that receives a contact information request message is configured to include a code segment that performs voice print analysis to determine the identity of the requestor when the contact information request is a verbal request.

56.   (Currently Amended) The computer readable medium of claim 48, wherein

the code segment responsive to the contact information request message that

determines how to contact the subscriber terminal is configured to include a code

segment that accesses a virtual customer database system to determine how to

contact the subscriber terminal.

57. – 58.   (Canceled)

59.   (Currently Amended) A system for providing information assistance to a

wireless terminal, comprising:

an information assistance application server;

the information assistance application server operable to run an information

assistance application that is configured to generate a webpage comprising input

fields configured to receive a contact information request from a wireless terminal

operated by a requestor for an information item associated with a subscriber

terminal other than the wireless terminal;

a virtual customer database system in communication with the information

assistance application server, the virtual customer database comprising a

communication provider database of a communication provider providing

communication services to the wireless terminal and a consumer internal profile

database comprising verification data of the requestor and proprietary information

of the requestor;

the information assistance application server further configured to generate a

query to the virtual customer database system ~~determine an identity of the~~

~~requestor from~~ comprising unique information included with the contact

information request;

the virtual customer database system configured to query the participating

communication provider database to determine a virtual key of the requestor based

on the unique information, the virtual key being a universal anonymous identifier

of the requestor that is shared among a plurality of different participating

businesses;

the virtual customer database system further configured determine if the

proprietary information of the requestor is available for release based on the

verification data, and in response to the proprietary information being available for

release, the virtual customer database system further configured to provide the

proprietary information to the information assistance application server, the

proprietary information comprising a name of the requestor and specific contact

information of the requestor, the specific contact information indicative of preferred

communications channels of the requestor and contact parameters for the preferred

communication channels of the requestor ~~wherein determination of the identity~~

~~comprises determination of a name of the requestor based on the unique~~

~~information and corresponding requestor profile information included in a database~~

~~accessible with the information assistance application;~~

the information assistance application further configured to determine how to

contact the subscriber terminal as a function of a contact preference associated with

the subscriber terminal;

the information assistance application further configured to generate an

authorization request to request authorization from the subscriber terminal to

provide the information item associated with the subscriber terminal to the wireless

terminal, wherein the authorization request includes the name of the requestor, ~~and~~

~~a selectable option to indicate what information may be provided to the requestor in~~

~~response to the authorization request~~;

the information assistance application further configured to initiate

transmission of the authorization request and the selectable option to the

subscriber terminal;

the information assistance application further configured to receive from the

subscriber terminal a reply to the authorization request indicating whether or not

to provide the information item to the wireless terminal, ~~and if the reply indicates~~

~~the information item can be provided, the reply also includes a selection of the~~

~~selectable option;~~

~~the information assistance application further configured to access the~~

~~database based on the determined identity of the requestor to determine a user~~

~~preference of a response message that is suitable for receipt by the wireless~~

~~terminal, wherein the user preference of the response message is stored as user specific information of the requestor in the database~~; and

the information assistance application further configured to generate the response message for the wireless terminal that includes only information from the information item that is specified by a user of the subscriber terminal, the response message generated when the reply indicates the information item is to be provided, wherein the response message is generated in accordance with the <u>preferred communications channels and contact parameters of the requestor</u> ~~user preference~~.

60.   (Canceled)

61.   (Currently Amended) The system of claim 59, wherei<u>n</u> the information assistance application is further configured to initiate transmission of the response message to the wireless terminal.

62.   (Currently Amended) The system of claim 59, wherei<u>n</u> the information assistance application is further configured to generate the response message to include a multi-modal message that includes both a voice-based response and a text-based response based on the <u>preferred communications channels and contact parameters of the requestor</u> ~~user preference~~.

63.   (Currently Amended) The system of claim 62, wherein the information

assistance application is further configured to generate the authorization request to

include a multi-modal message that includes both a voice-based request and a text-

based request.

64.   (Canceled)

65.   (Currently Amended) The system of claim 59, wherein the information

assistance application is further configured to generate the authorization request as

a function of the contact preference.

66. – 68.   (Canceled)

69.   (Previously Presented) The method of claim 36, wherein receiving a reply

from the subscriber terminal comprises receiving an indication in the reply of

information from among the contact information that is permitted to be provided to

the wireless terminal of the requestor.

70.   (Currently Amended) The method of claim 36, wherein receiving a reply from

the subscriber terminal comprises accessing a profile associated with the [[a]] user

of the subscriber terminal to determine what portion of information from the

contact information is permitted to be provided to the wireless terminal of the

requestor.

71.   (Currently Amended) The method of claim 39, further comprising

transmitting the voice-based response and the text-based response sequentially to

the wireless terminal in accordance with the <u>pre-determined contact parameters</u>

~~user preference~~.

72.   (Canceled)

73.   (Currently Amended) The system of claim 59, where<u>in</u> the information

assistance application is further configured to generate the authorization request to

include an indicator that prompts a user of the subscriber terminal for a response.

74.   (Previously Presented) The method of claim 36, wherein identifying the

requestor comprises authenticating the requestor and verifying the requestor is

authorized to make the contact information request.

75.   (Previously Presented) The method of claim 36, wherein generating an

authorization request comprises including a response mechanism in the

authorization request that enables approval or disapproval of the request for the

contact information and indication of information to be provided from the contact

information.

76.   (Previously Presented) The method of claim 36, wherein receiving, from a

wireless terminal operated by a requestor, a contact information request comprises

receiving a voice-based request in a natural language format, and converting the

voice-based request to text with a voice recognition module to identify words, and a

natural language processing module to identify the intent or meaning of the words.

77.   (Canceled)

78.   (Currently Amended) A method of providing information assistance to a

wireless terminal, comprising the steps of:

receiving, from a wireless terminal, a contact information request with an

information assistance server, wherein the contact information request is a request

for an information record associated with a consumer subscriber terminal that is

other than a user of the wireless terminal;

querying a first participating communication provider database of a first

communication provider providing communication services to the wireless terminal

to identify a first virtual key of the user of the wireless terminal based on unique

information of the wireless terminal included with the contact information request,

the first virtual key being a universal anonymous identifier of the user of the

wireless terminal that is shared among a plurality of different participating

businesses;

accessing a consumer internal profile database containing verification data of

the user and proprietary information of the user with the first virtual key, the

verification data providing verification of consent by the user of release and use of

the proprietary information of the user;

identifying an identity of a requestor of the contact information request from

unique information included in the contact information request;

querying a consumer cross reference database to identify a second virtual key

of the consumer subscriber identified in the contact information request;

accessing [[a]] the consumer subscriber database with the second virtual key

to determine a user specific contact preference and a user specific message format

for the consumer subscriber terminal in response to receipt of the contact

information request;

transmitting for receipt by a the subscriber terminal determined to be a

contact preference of the consumer subscriber an authorization request that

includes indication of the identified identity at least a portion of the proprietary

information of the user of the requestor, the authorization request comprising a

multi-modal message that includes both a voice-based request and a text-based

request in accordance with the user specific message format, wherein the

authorization request is to request permission from the subscriber terminal to

provide the information record to the wireless terminal, the authorization request

~~transmitted to the subscriber terminal in accordance with the user-specific contact~~

~~preference;~~

receiving a reply from the subscriber terminal indicative of whether or not

the requested information record is permitted to be provided to the wireless

terminal;

accessing the <u>consumer internal profile</u> database <u>with the first virtual key</u> to

determine a requestor specific contact preference and a requestor specific message

format for the wireless terminal<u>, the requestor specific contact preference and the</u>

<u>requestor specific message format pre-stored in the consumer internal profile</u>

<u>database in association with the virtual key of the user</u>; and

generating a response message for the wireless terminal, the response

message comprising a multi-modal message that includes both a voice-based

response and a text-based response in accordance with the requestor specific

message format and the requestor specific contact preference.

79.   (Previously Presented) The method of claim 78, further comprising

transmitting to the wireless terminal the voice-based response, followed in sequence

by the text-based response.

80.   (New) The method of claim 36, wherein the communication service provider

of the requestor is a first communication service provider, and the user of the

subscriber terminal is provided communication services from a second

communication services provider that is different than the first communication

services provider.

81.   (New) The method of claim 36, wherein the proprietary information

comprises a name and address of the requestor, consumer specific contact

information of the requestor, and pre-determined contact preferences of the

requestor.

82.   (New) The method of claim 81, wherein the consumer specific contact

information of the requestor comprises indication of different electronic

communication channels and the pre-determined contact preferences of the

requestor comprise preference rankings of the different electronic communication

channels.

83.   (New) The method of claim 36, wherein the contact information request is

automatically denied categorically when the requestor is identified from the

proprietary information of the requestor as being within a group defined by criteria

set by the user of the subscriber terminal.

84.   (New) The method of claim 36, wherein the verification data is indicative of a

level of services the requestor has purchased.

85.   (New) The method of claim 41, wherein interpreting the contact information

request comprises authenticating the requestor with a voice print application.

86.   (New) The computer readable medium of claim 48, wherein the code segment

that interprets a reply from the subscriber terminal to determine if permission to

provide the phone number associated with the subscriber terminal to the wireless

terminal was granted further comprises a code segment to determine whether the

user of the subscriber terminal has specified provision to the wireless terminal of

additional contact information of the user of the subscriber terminal, and wherein

the response also includes any additional contact information specified by the user

of the subscriber terminal.